

**RECEIVED**  
**CENTRAL FAX CENTER**

FILED VIA FACSIMILE

AUG 13 2004

PATENT APPLICATION  
Docket No. 14531.82.2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**OFFICIAL**

In re application of

Dean J. Blackketter et al.

Serial No.

09/345,223

Filed:

June 30, 1999

Conf. No.

9972

For:

METHODS AND APPARATUS FOR BROADCASTING  
INTERACTIVE ADVERTISING USING REMOTE  
ADVERTISING TEMPLATES

Examiner:

Rueben M. Brown

Customer No.

022913

**CERTIFICATE OF FACSIMILE TRANSMISSION**Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

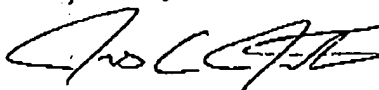
Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "C" and Response (15 pages)
- PTO-2038 Credit Card Payment Form in the amount of \$90.00
- Transmittal Letter (2pages)

Dated this 13 of August 2004.

Respectfully submitted,

JENS C. JENKINS  
Registration No. 44,803  
Attorney for Applicant

Customer No. 022913

RDN:JCJ:cm  
CM0000003997V001

RICK D. NYDEGGER  
 BRENT P. LORIMER  
 THOMAS R. VUKSINIK  
 LARRY R. LAYCOCK  
 JONATHAN W. RICHARDS  
 DAVID R. WRIGHT  
 JOHN C. STRINGHAM  
 JOHN M. GUYNN  
 CHARLES L. ROBERTS  
 DIANA L. TANGREN  
 ERIC L. MASCHOFF  
 CHARLES J. VEVLERKA  
 ROBbyn L. PHILLIPS  
 RICHARD C. GILMORE  
 STERLING A. BRENNAN  
 R. BURNS ISRAELSON  
 DAVID H. TOLUD  
 GREGORY M. TAYLOR  
 DAVID B. DELENNACH  
 L. DAVID GRIMM  
 ADRIAN J. LEE  
 FRASER D. ROY  
 CARL T. REED

# WORKMAN | NYDEGGER

INTELLECTUAL PROPERTY ATTORNEYS

1000 EAGLE GATE TOWER  
 60 EAST SOUTH TEMPLE  
 SALT LAKE CITY, UTAH 84111  
 TELEPHONE: (801) 533-9800  
 FAX: (801) 328-1707  
 WEBSITE: HTTP://WWW.WNIAW.COM

**RECEIVED**  
**CENTRAL FAX CENTER**

FILED VIA FACSIMILE

AUG 13 2004

PATENT APPLICATION  
 Docket No. 14531.82.2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**OFFICIAL**

In re application of

Dean J. Blackketter et al.

Serial No.

09/345,223

Filed:

June 30, 1999

Confirmation No.

9972

For:

METHODS AND APPARATUS FOR  
 BROADCASTING INTERACTIVE  
 ADVERTISING USING REMOTE  
 ADVERTISING TEMPLATES

Examiner:

Reuben M. Brown

Customer No.

022913

**TRANSMITTAL FOR AMENDMENT "C"**  
**AND RESPONSE**

Mail Stop AMENDMENT  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Amendment "C" and Response for entry in the above-identified application.

The fee has been calculated as follows:

			SMALL ENTITY		LARGE ENTITY	
CLAIMS REMAINING AFTER	HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADD'T'L FEE	RATE	ADD'T'L FEE
TOTAL 28	MINUS 23	5	X		X 18	\$90.00
INDEPENDENT 6	MINUS 6	0	X		X 86	0
1 <sup>st</sup> PRESENTATION OF MULTIPLE DEPENDENT CLAIM			+	=	+	=
			TOTAL		TOTAL	\$90.00

X Form PTO-2038 in the amount of \$90.00 is enclosed to cover the additional claim fee.

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

X Any patent application processing fees under 37 CFR 1.17.

X A duplicate copy of this transmittal letter is attached.

Dated this 13 day of August 2004.

Respectfully submitted,



RICK D. NYDEGGER  
Registration No. 28,651  
JENS C. JENKINS  
Registration No. 44,803  
Attorneys for Applicant

Customer No. 022913

RDN:JCJ:cm  
CM0000003996V001